

DEPARTMENT OF ENVIRONMENTAL QUALITY

OFFICE OF PLANNING & PUBLIC AFFAIRS FY 2004 GOALS

PPA MISSION:

Enhance the effectiveness of the Department and Divisions by partnering in community relations, press relations, pollution prevention, public education, planning, small business assistance and environmental justice.

ENVIRONMENT

PPA STRATEGIC GOAL: #1

Promote environmental excellence by partnering with the Department and Divisions in policy and planning initiatives.

PPA PLANNING GOALS:

1. Coordinate information and participate when requested with Utah Tomorrow Committee, UACIR, and SUPAC.

Measures:

- a. DEQ measures are incorporated.
 - b. Information and issues from the Utah Tomorrow Committee, UACIR, and SUPAC are coordinated through appropriate DEQ channels.
2. Provide planning support to statewide initiatives.

Measures:

- a. DEQ participation in Envision Utah, Utah Quality Growth Commission and Governor's 21st Century Communities initiative.
 - b. Information and issues from statewide initiatives are coordinated through appropriate DEQ channels.
3. Provide planning support for DEQ initiatives.

Measures:

- a. Maintain community-based planning efforts.^{CBEP}

- b. Pollution Prevention cross-media projects identified and implemented.^{P2}
 - c. Incorporation of environmental indicators into Local Health Department contracts and Performance Partnership Agreements.
 - d. Completion of FY 2004 Performance Partnership Agreements.
 - e. Completion of End-of-Year report for FY 2003 PPA.
 - f. Continue supporting EIMI initiative.
 - g. Support implementation of CleanUtah!
4. Provide policy support for DEQ initiatives.

Measures:

- a. Assist with tribal relations issues.
- b. Monitor Environmental Justice, Sustainable Communities, and CBEP issues.
- c. Upon request, assist with Environmental Council of States (ECOS) and other national policy initiatives.
- d. Program. Support implementation of CleanUtah!
- e. Participate in statewide Homeland Security planning efforts including bioterrorism.

PPA STRATEGIC GOAL #2:

Promote environmental excellence by facilitating integration of Pollution Prevention initiatives in DEQ and throughout the state.^{P2}

PPA POLLUTION PREVENTION ANNUAL GOALS:

- 1. Develop pollution prevention program and provide training.^{P2}

Measures:

- a. Administer P2 grant by preparing applications and quarterly reports, monitoring budget, and providing department oversight for P2 initiatives.
- b. Maintain P2 homepage.

- c. Identify training opportunities to support integration of P2 into DEQ programs.
2. Integrate pollution prevention concepts into risk mitigation strategies and community-based efforts.^{P2}

Measures:

- a. Participate in community-based environmental planning and implementation efforts.^{CBEP}
 - b. Identify P2 opportunities in CBEP and LHD partnership initiatives.^{CBEP}
3. Encourage incorporation of pollution prevention into permits, compliance and enforcement actions, and outreach activities.^{P2}

Measures:

- a. Coordinate with regional and national P2 initiatives and promote within DEQ and other State and Local agencies .
 - b. Promote and educate on the use of SEP in enforcement negotiations.
 - c. EMS program is developed and offered as a service to businesses.
4. Encourage energy efficiency and conservation through the debate program and other Energy Office programs.^{P2}

Measure:

- a. Continue partnering with the State Office of Energy Services to provide P2 educational opportunities to schools and the public.
 - b. Continue to partner with Utah water forums on annual water education calendar.
5. Encourage pollution prevention to Utah citizens through Project Environment and other USEE projects.^{P2}

Measure:

- a. Partner with the Utah Society for Environmental Education to continue the annual Earth Day event.
- b. Partner with USEE in implementation of an annual educators conference.
- c. Partner with USEE in continuing to work with the Utah Environmental Education Council.

6. Coordinate with Utah Indian Tribes as they develop environmental programs.^{P2}

Measures:

- a. Provide technical assistance on an as-needed basis.
 - b. Provide training opportunities and information bi-monthly.
7. Encourage the incorporation of pollution prevention concepts to Utah's business community.^{P2}
- a. Reduce automobile commute trips by implementation of Tele 2000 strategies targeted at the business sector.
 - b. Identification of transportation demand management strategies (TDM's) and promote these to the business community.
8. Continue to support source reduction and recycling activities throughout Utah.^{P2}
- a. Coordinate with DCED on promoting Market Development Zones project.
 - b. Provide technical assistance to the Utah Recycling Advisory Council.

Measures:

- a. Continue to oversee and coordinate DEQ's Pre-Design conference program.
- b. Continue to serve as board member and work with Utah's Pollution Prevention Association.
- c. Integrate P2 into DEQ small business assistance.^{SBA, P2}
 - 1. Assist with the development of system that will provide feedback from businesses regarding their small business and P2 activities.
 - 2. Provide recommendations to the Small Business Advisory Council for pollution prevention incentives.
 - 3. Assist with development of EMS process and tools.
- d. Provide technical assistance on an as-needed basis.
 - 1. Promote the distribution and use of "DEQ at a Glance".

PPA STRATEGIC GOAL: #3

Promote a sustainable relationship between economic development and environmental protection by coordinating work with small businesses and related organizations.

PPA SMALL BUSINESS ASSISTANCE GOAL:^{SBA}

1. Facilitate the development of the DEQ small business assistance policy.

Measures:

- a. Public participation plan maintained through the Compliance Assistance Panel, DEQ Boards, and other entities (through UBRN) - this is a dynamic process.
- b. Small business policy maintained - this is a dynamic process.
- c. Implement cross-divisional focus in outreach activities.
- d. DEQ maintained business assistance page.

2. Coordinate with other state/local entities and professional associations.^{SBA}

Measures:

- a. Continue to participate in the Utah Business Resource Network.
- b. Coordinate with DCED on common projects.
- c. Publish quarterly electronic newsletter.

3. Serve as small business ombudsman for DEQ.^{SBA}

Measures:

- a. Assist small businesses with DEQ permitting process and other programs as needed.
- b. Assist DEQ divisions with the development of appropriate outreach materials.
- c. Involvement with outreach opportunities such as conferences, presentations, etc. to provide information to small businesses.
- d. Participate in pre-design conferences.
- e. Promote cross-media Small Business Assistance with DEQ.

CUSTOMER SERVICE

PPA STRATEGIC GOAL #4

Promote environmental excellence by providing public information and participation opportunities.

PPA PUBLIC EDUCATION ANNUAL GOAL:

1. Link public education projects across divisions.

Measures:

- a. Correlate 1-800 calls to education initiatives.
 - b. DEQ initiatives incorporated into Take Pride in Utah.
 - c. Assess the response of targeted audience.
 - d. Distribute Project Environment materials.
 - e. Coordinate redevelopment of DEQ display and department-wide participation in the State Fair, League of Cities and Towns conferences, Earth Day and other outreach opportunities.
2. Oversee content and coordinate information dissemination on DEQ Home Page.

Measures:

- a. Serve as DEQ Webmaster and coordinate internal Web workgroup.
- b. Update Home Page as needed, edit content especially on main Department and Division pages, standardize page titles and footers, and assure that copy is written clearly and concisely, using Associated Press style guidelines.

PPA COMMUNITY RELATIONS ANNUAL GOALS:

1. At the request of the Divisions, provide assistance in preparation and implementation of community involvement plans for specific projects and programs.

Measures:

- a. Training is conducted, on request, on community involvement plans.
- b. Plans are developed in conjunction with project or program manager.

- c. Insure community, other agencies, and local government are appropriately involved in the development and implementation of community involvement plan.
 - d. At the conclusion of a project, a survey or other feedback tool is administered to determine success.
- 2. Provide coordination of environmental justice issues.

Measures:

- a. Provide grant information to interested entities.
- b. Assist with EJ questions as needed.

PPA MEDIA RELATIONS ANNUAL GOALS

- 1. Coordinate DEQ media relations.

Measures:

- a. DEQ media policy is followed.
 - b. Reporters use DEQ's public information office.
 - c. Staff use DEQ's public information office.
- 2. Provide training for DEQ staff to handle interview situations and public presentations.

Measures:

- a. Dry runs are conducted prior to public presentations.
 - b. Develop and provide media training to all Divisions.
 - c. DEQ issues are covered in the media accurately.

PARTNERSHIP WITH FEDERAL, STATE, LOCAL AND TRIBAL GOVERNMENTS

PPA STRATEGIC GOAL #5

Improve the effectiveness and efficiency of statewide delivery of environmental services by strengthening relationships with all levels of government.

PPA LHD LIAISON ANNUAL GOAL:

Amend and update Environmental Service Delivery Plan reflecting partnership initiative.

Measures:

- a. Environmental Service Delivery Plan is aligned with DEQ Goals and Objectives.
- b. Signed contracts, MOU-s or updated sections of Environmental Service Delivery Plan.
- c. Pollution Prevention efforts are coordinated in Environmental Service Delivery Plan.
- d. Joint issues identified and strategies developed.

EMPLOYEES

PPA STRATEGIC GOAL #6

Promote environmental excellence through teamwork and mutual support; in providing training and recognition.

Measures:

- a. Value-added roles for PPA staff in department activities.
- b. Training provided.
- c. Teamwork and individual efforts recognized.

PPA EMPLOYEE ANNUAL GOALS:

1. Create training opportunities and support participation in professional organizations.

Measures:

- a. Training provided.
- b. Participation in professional societies.

2. Use staff meetings to share project information, to encourage synergy, and to recognize individual and team effort.

Measures:

Use formal/informal reward system to recognize and acknowledge individual and group achievements.